

Name _____

Period _____

Closing Sales

Chapter 15 Sec 2 Customer Satisfaction and Retention

Effective Selling

- _____ a clientele is crucial for future sales
- The actual sale is just the beginning of a _____ with a customer
- To _____, it is important to make a good impression, get to know your customers, and _____.

Suggestion Selling

- _____
- _____ customer with _____ items
- Sell items that will ultimately _____ the customer _____.

Benefits of Suggestion Selling

- _____ – increases the sale – makes money & the _____.
- _____ – makes a purchase that they _____ anyway.
- _____ – increases your _____.

Rules for Suggestion Selling

- Do suggestion selling _____ the customer _____ to buy, but before payment is made or the order written.
- Make your recommendation from the customer's _____ and give at least one reason for your suggestions.
- Make the suggestion _____ -- don't ask, _____
Instead say, "This oil is recommended by the manufacturer."
- _____ you are suggesting – "This purse matches your shoes perfectly."

- Make the suggestion _____ – negative statements show a lack of enthusiasm and confidence.

Suggestion Selling Methods

- _____
- (The _____ method to use)
- Recommending _____
- _____
- Recommending _____
- Often referred to as _____
- Calling Attention to _____ – Inform your customer of the _____ merchandise.

Maintaining and Building a Clientele

Making a sale is the _____ in maintaining and building a clientele.

After-Sales Activities

- _____ – Work quickly, leave your business card
- _____ – before your customer leaves:
 - _____ the person of his or her wise choice
 - Remind customer of any _____
 - Always _____ your customer
 - Invite back into the store or permission to call

Order Fulfillment

- Retail store -- fulfillment is a _____ of the customer paying for merchandise and carrying it away.
- _____, or telemarketing sales are more complicated. E-commerce success depends on having the right fulfillment strategies.
 - _____
 - _____ (credit card information)
 - Picking the right product

- _____ it well
- _____ according to the customer's preference

• **Follow-Up** – make arrangements to _____ made

- Check shipping & delivery _____
- _____ the customer to see if they are happy
- Send a _____ if appropriate

• **Customer Service**

- Some firms have customer service departments
- _____
- The main goal is customer _____

• **Keeping a Client File**

- Immediately after the sale _____ with a customer
- _____ on your conversation
- _____ such as color, style, and size

• **Evaluation** – sometimes a formal survey or the salesperson informally evaluates.

- What were the _____?
- What did you do wrong?
- How could you _____?
- What would you do _____ next time?
- What can you now do to _____ your relationship?

Customer Relationship Management (CRM)

- Involves _____
- _____ customer relationships
- Technology plays a role with customized software
- Maintain contact with sales accounts
- Maintain relationships
- Develop _____
- Offer customer _____